

one embodiment, the savings may be, in part, passed on to the purchaser and, in part, retained by the provider of personal broker-agent program as profit.

5 The personal broker-agent program may evaluate the auction responses and/or search results to determine the best deal. The contract between the purchaser and the personal broker-agent program may then be executed for the best deal. If the purchaser elects not to accept the contract offer from the personal broker-agent program, then the purchaser may execute the original transaction.

10 Advantageously, the embodiments described above may potentially deliver savings to the purchaser and at the same time deliver profits to the personal broker-agent program provider. Furthermore, suppliers of Internet products may experience higher sale volumes by dealing with the broker agent program provider.

#### 15 BRIEF DESCRIPTION OF THE DRAWINGS

Figure 1 is a network diagram of one embodiment of a wide area network, which is suitable for implementing various embodiments;

20 Figure 2 is an illustration of one embodiment of a typical computer system, which is suitable for implementing various embodiments;

Figure 3 illustrates an exemplary e-commerce network system for identifying distinctive computer users accessing a web site according to one embodiment;

25 <sup>4b, 4c and 4d</sup>  
Figures 4a, ~~4b~~ and 4c illustrates a flow chart for one embodiment of a method for negotiating improved terms for a product being purchased over the Internet;